Digital Identity Community of Practice
Quarterly Meeting

Please introduce yourself in the chat:
- Name + Pronouns
- Organization + Role

GEORGETOWN UNIVERSITY | beeckcenter social impact + innovation | Digital Benefits NETWORK

Digital Identity Community of Practice

Mission:
To promote the delivery of public benefits to all eligible individuals, including vulnerable populations, by informing how digital identity approaches should be used (*appropriately, responsibly, equitably, and effectively*) in public benefits delivery.

Goals
- Facilitate and Mature a Strong Community
- Amplify Needs and Expertise of People with Lived Experience
- Foster Shared Subject Matter Understanding
- Guide Effective Implementation

DBN Community Norms + Code of Conduct

- Being kind and respectful to each other (such as by using people's preferred pronouns and using I statements)

- Making space and taking space

- Assuming good will

- Staying curious

- Being mindful and reflective

- Being open and honest

- Taking the best, leaving the rest

The Digital Benefits Network is dedicated to providing a harassment-free experience for everyone regardless of gender, gender identity and expression, sexual orientation, disability, physical appearance, body size, race, age, religion, or political affiliation. We do not tolerate harassment of participants in any form.

beeckcenter.org/dbncode

Community Builder

Our CoP aims to promote the delivery of public benefits to all eligible individuals and as a result, many members of our CoP work directly in public benefits. We want to take a moment to learn more about what brings them into this work and honor their commitment.

In the Chat:

- If you are a CoP members who works in public benefits, we'd love to know what compels you to be involved in this field.

- If you do not work directly in public benefits, please review the responses and highlight themes that stick out to you.

Agenda

3:00pm ET - Welcome + Community Builder

3:10pm - Ecosystem Resource: Digital Doorways Research

3:30pm - Member Spotlight: Aidan Barrett, CO PEAK

3:55pm - Open Mic: Member Announcements

4:05pm - Discussion Groups

4:30pm - End

Ecosystem Resource:

Digital Doorways Research with Public Policy Lab
Brielle Mariucci, Consultant
Jaime Stock, Fellow

PUBLIC POLICY LAB

Agenda

1. **About PPL** | 4 mins
2. **Digital Doorways** | 4 mins
3. **Video** | 4 mins
4. **Q&A** | 5 mins

- First nonprofit policy-design lab for US public sector

- Partner with government agencies and NGOs

- Design both policy and services

- Focus on experiences of low-income and marginalized people

Visual & Iterative

Now & Futures-
Oriented

2035

2025

**Human–Centered
& Co-Creative**

**Holistic &
Time-Based**

Public & Open

Adapted from Stickdorn et al.

See case studies online at:
http://publicpolicylab.org/our-work/
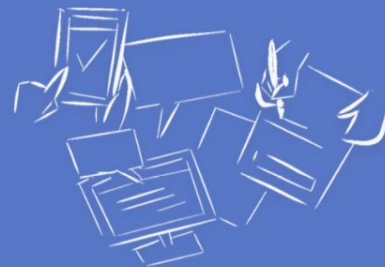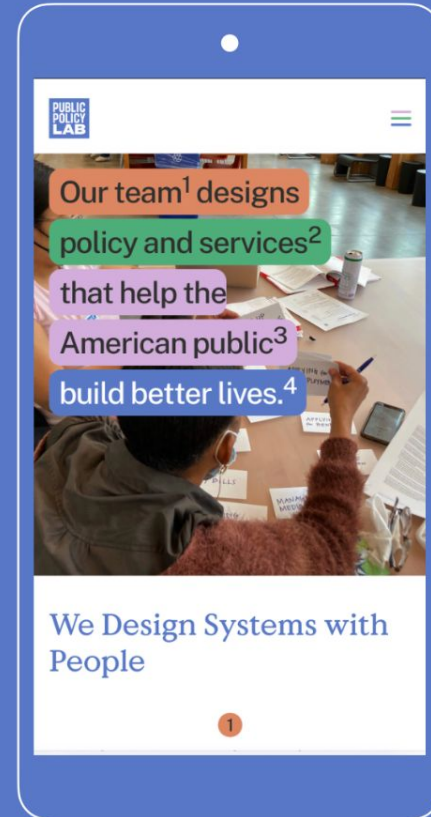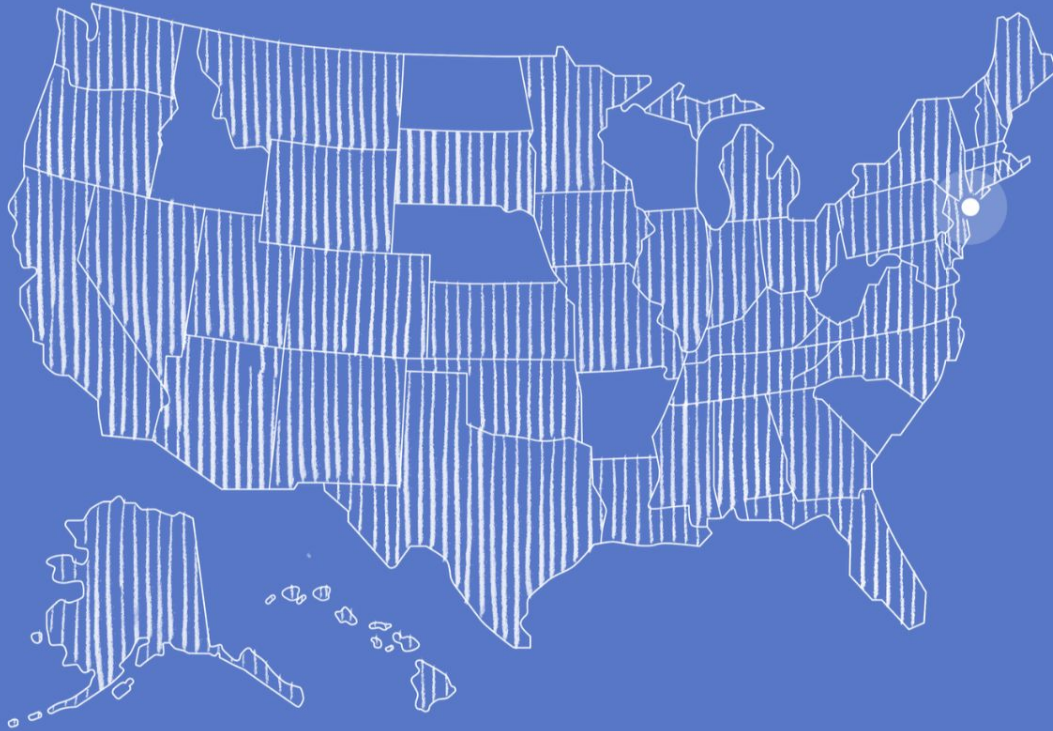
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LAB

Children & Families

Education

Health & Accessibility

Housing & Homelessness

Justice & Violence

Veterans

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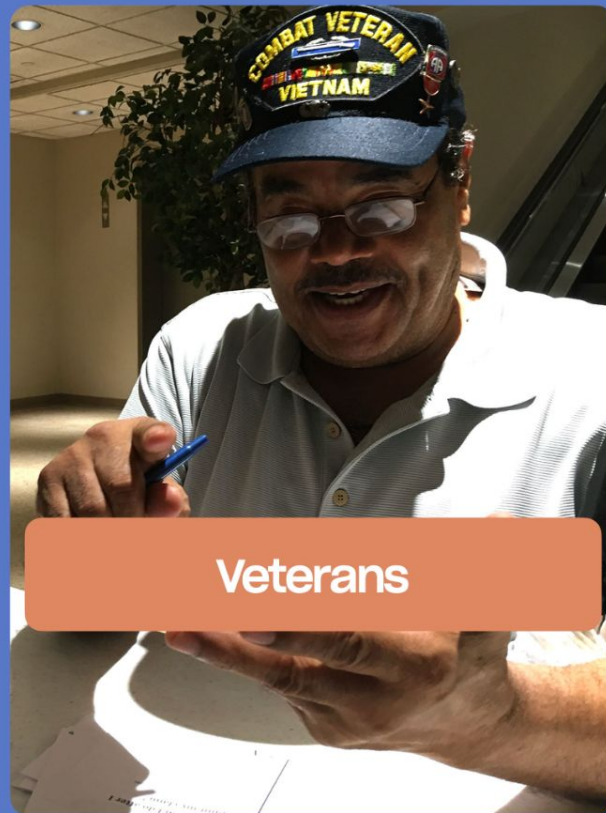
SERVICE DESIGN
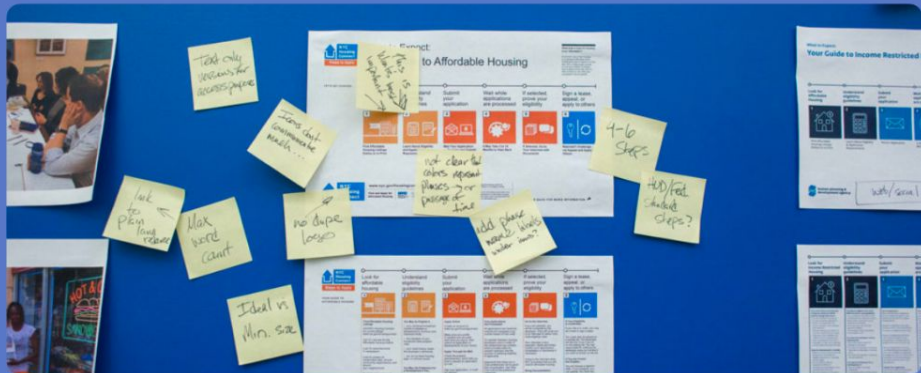
POLICY DESIGN

PRODUCT DESIGN

CHANGE MANAGEMENT
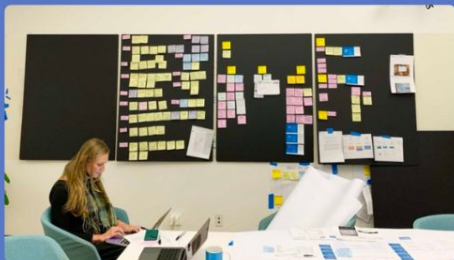
RESEARCH & EVALUATION

COMMUNITY ENGAGEMENT

DIGITAL DOORWAYS TO PUBLIC BENEFITS

The goal of this work is to better understand the **first-hand experiences** of people who engage with **digital identity systems** as they access public benefits.

Conducting research in Boston, MA   10

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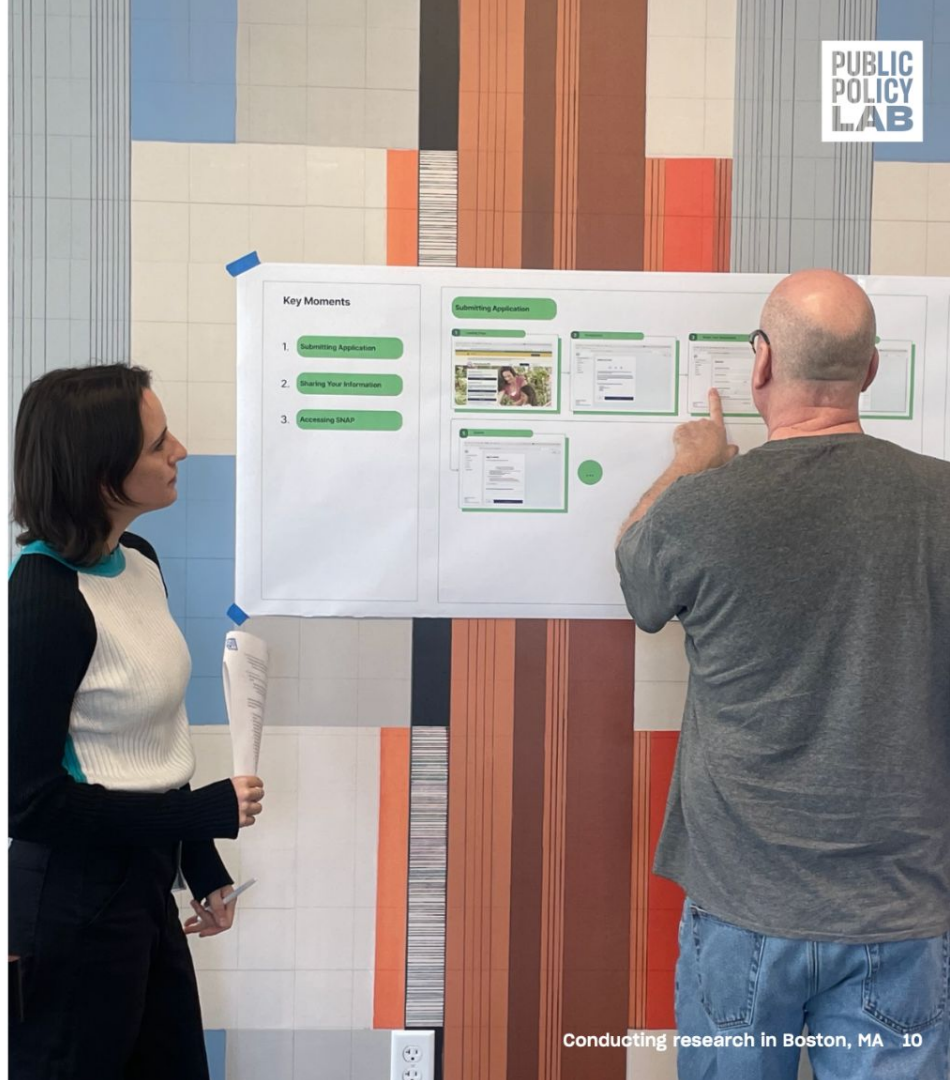
Access

What accessibility challenges do beneficiaries face when navigating digital identity processes across different contexts, devices, and personal circumstances?

Consent & Optionality

How do beneficiaries experience choice, control, and transparency in digital identity systems?

Support

What support systems are available to enrollees and beneficiaries and how do they interact with them?

Trust & Perception

How do digital identity systems and/or external forces affect beneficiaries' trust, agency, and experience accessing public benefits?

- **Participants:** 33 (29 beneficiaries, and 4 subject-matter experts)

- **States:** Massachusetts, Arizona, and New York State

- **Benefits:** Medicaid, SNAP, Unemployment Insurance

- **Research methods:** multi-media semi-structured interviews

Conducting research in Yonkers, NY, and Boston, MA **12**

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Privacy & Security Challenges

- Beneficiaries prioritize access over privacy concerns

- Security and user convenience are in tension

Access & Authentication Issues

- Changing personal circumstances can make access difficult

- Access to devices and accounts complicate MFA

- Security measures don't accommodate diverse life experiences

User-Experience & Support

- Human support remains crucial

- Some friction can feel beneficial to users

Tech Access & Literacy Barriers

- Digital literacy effects experiences

- Biometric verification can come with usability issues and doubt

THANK YOU

Brielle Mariucci, bmariucci@publicpolicylab.org

Jaime Stock, jstock@publicpolicylab.org

Q&A

CoP Member Spotlight

Aidan Barrett
Digital Communications Specialist, Colorado PEAK
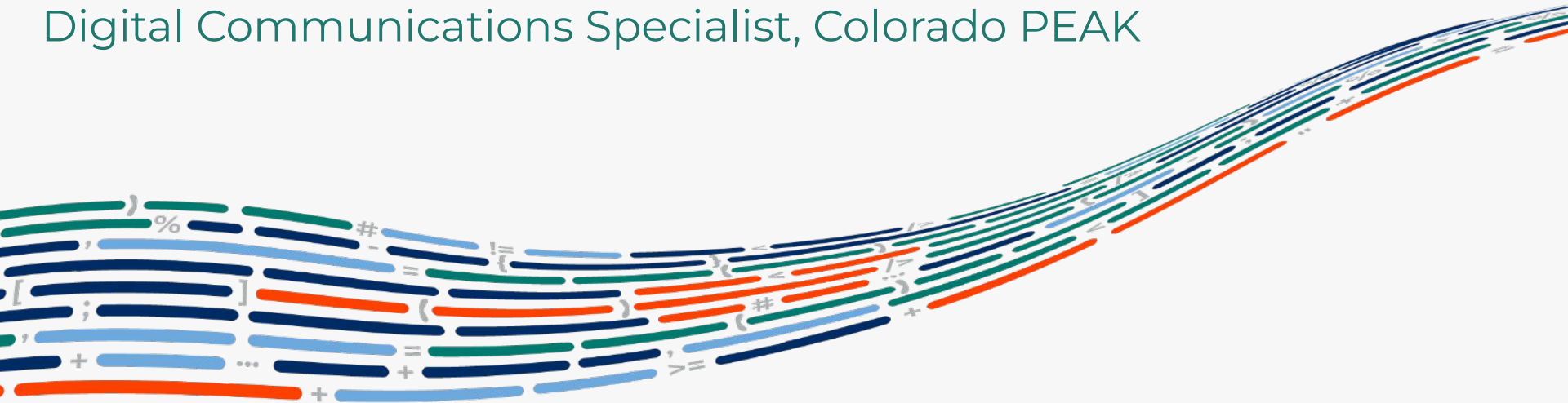
Digital Identity Community of Practice
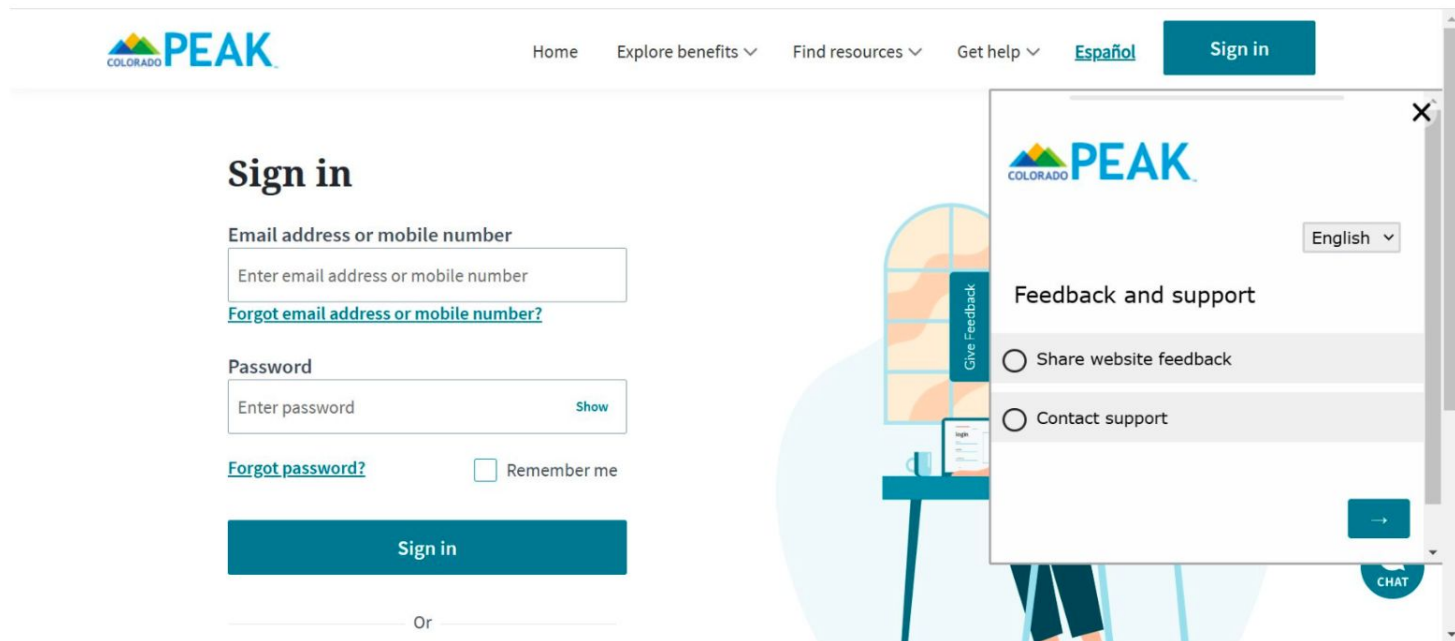
Aidan Barrett
Digital Communications Specialist
July 16, 2025

What is PEAK?

- Program Eligibility and Application Kit

- Available online 24/7 on mobile and desktop

- 11 different programs, including CCAP, Medicaid, SNAP, TANF, and WIC

- Users can:

  - Learn about, apply for and renew benefits
  - Update information
  - Track submissions
  - Make payments
  - Download Medical ID cards
  - View EBT card balance
  - View letters
  - Submit documents

Gathering feedback from PEAK users

Addressing PEAK user concerns

> "If would be nice for there to be filters for age for example, so you don't have to fill out jail or work history for toddlers…
>
> -PEAK user feedback from application"

> "It can be so confusing, and it took me 8+ hours to complete… because I had to upload all of the receipts, and the upload requests weren't clear.
>
> -PEAK user feedback from application"

> "A lot of the questions were irrelevant to what I was applying for…this made the application way too long and tedious.
>
> -PEAK user feedback from application"

Upcoming projects

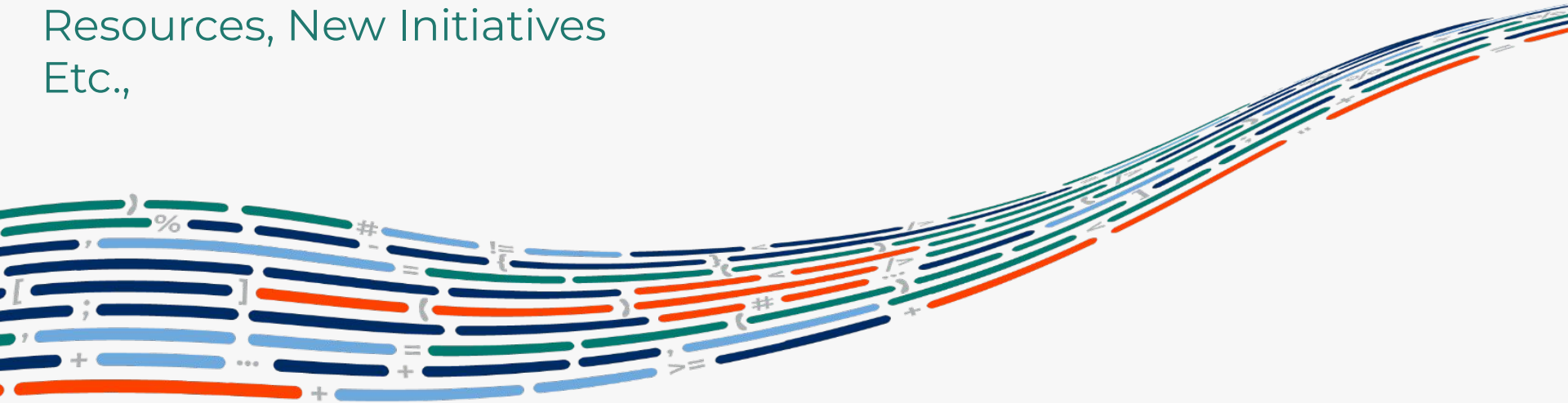# Thank you for your time!

Q+A
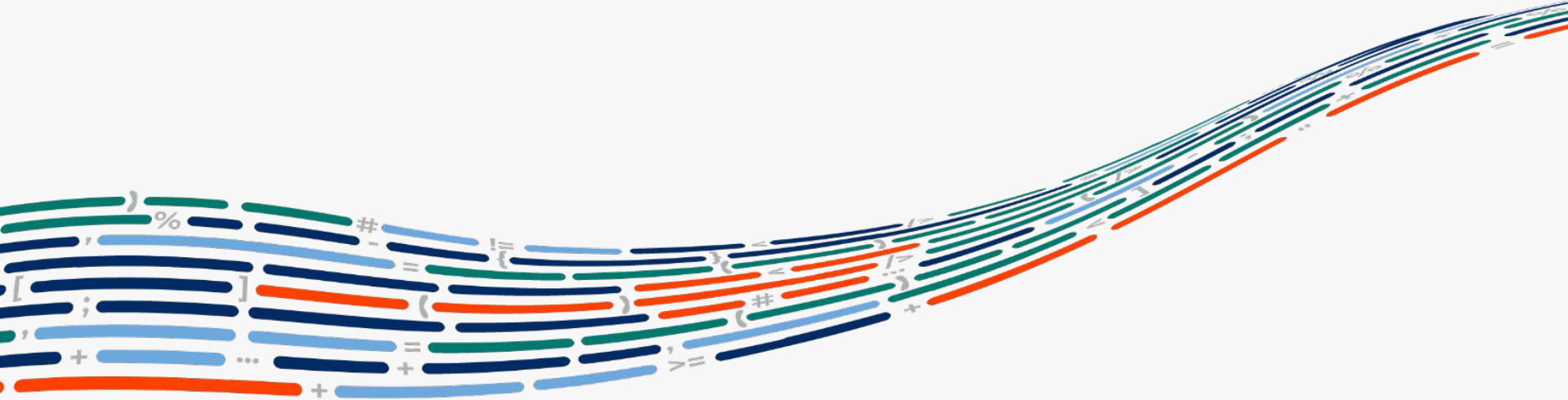
Open Mic

Member Announcements, Resources, New Initiatives Etc.,

DI CoP Announcements

Join our Slack Community!
- Digital Identity specific channels
  - Identity News
  - Community Discussion
  - Local Government
- Open to anyone who has joined the Community of Practice!
- Share resources, ask questions, find support!

Mobile Driver's Licenses Q+ A for Government Agencies
- Jul 30, 2025 - 4-5pm ET
- Guest Presenter: Nick Doty of the Center for Democracy and Technology
- Open to State, Local, Tribal and Territorial government agencies

Digital ID Events at the DBN

July 30	mDL Discussion for SLTT governments
September 15	Digital Doorways Launch Webinar! *Registration coming soon!*
October 16	Q4 Digital Identity CoP Meeting

Discussion Groups
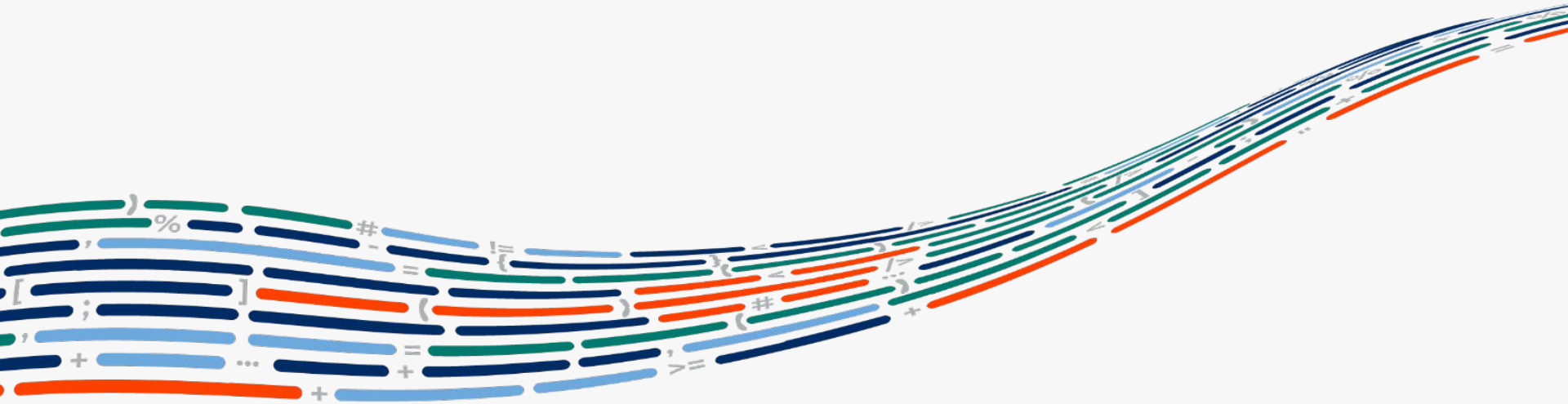
Discussion Groups

Emerging technologies (AI, mDLs, etc.,)

Facilitator:
Erica Seery

Identifying shared user privacy concerns

Facilitator:
Caiti Roth-Eisenberg

Preparing for application and platform changes in light of HR1/ OBBBA

Facilitator:
Kate Hanson

Close-Out

Thank you!